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ABSTRACT OF THE DISCLOSURE

10       Relates to a portable terminal, and particularly  
provides a terminal that achieves a reduction in  
unnecessary power consumption in an LCD display unit held  
in a mobile communication portable terminal. A power  
reducing apparatus for the portable terminal equipped  
15       with a display unit is structured by: a DC/DC converter  
for supplying power to the display unit; a frequency  
switching unit for selectively switching and supplying  
one of a plurality of switching clock frequencies to the  
DC/DC converter; and a display mode detecting unit for  
20       detecting that the display unit has been switched to a  
predetermined low-power consumption mode, determining one  
of the plurality of switching clock frequencies according  
to power consumption reduced in the predetermined low-  
power consumption mode based on this detection, and  
25       instructing the frequency switching unit to execute this  
selective switching.

09023054-030601